CLAIM AMENDMENTS

1.   (Previously Presented) A computer-implemented method for the purchase and sale of products by purchasers and sellers, comprising:

storing in computer storage information on a product for sale by a seller that owns the product for sale, the information including, an identification of a manufacturer of the product;

determining the product was purchased in a transaction between a purchaser and the seller, wherein the seller is not also the manufacturer of the purchased product;

identifying by the computer a computer incentive program to apply to the purchased product;

calculating by the computer a manufacturer incentive to compensate the manufacturer of the purchased product using the identified computer incentive program; and

distributing the manufacturer incentive to the manufacturer.

2.   (Original) The computer-implemented process of claim 1, wherein the incentive is a percentage of a purchase price of the purchased product.

3.   (Original) The computer-implemented process of claim 1, wherein the incentive is a percentage of a profit from the sale of the product.

4.   (Previously Presented) The computer-implemented process of claim 1, wherein the stored information includes a characteristic of the product, and wherein the computer incentive program is identified based, at least in part, on the characteristic of the purchased product.

5.   (Previously Presented) The computer-implemented process of claim 4, wherein the characteristic is a product category.

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6.   (Previously Presented) The computer-implemented process of claim 4, wherein the characteristic is a product name.

7.   (Previously Presented) The computer-implemented process of claim 4, wherein the characteristic is a product family.

8.   (Previously Presented) The computer-implemented process of claim 4, wherein the characteristic is an identification of an equivalent product.

9.   (Previously Presented) The computer-implemented process of claim 4, wherein the characteristic is a product date code.

10.   (Cancelled)

11.   (Previously Presented) The computer-implemented process of claim 10 further comprising storing in computer storage a plurality of computer incentive programs; and assigning a priority to each of the computer incentive programs.

12.   (Original) The computer-implemented process of claim 1, the incentive is based, in part, on a sale transaction.

13-14. (Cancelled)

15.   (Previously Presented) A computer-implemented method for enabling purchasers to buy products that are for sale, comprising:

listing in computer storage products that are for sale;

listing in computer storage a seller of the products, wherein the seller owns the products;

listing in computer storage a manufacturer of the products, wherein the manufacturer is different than the seller;

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identifying by the computer an incentive program to apply to a purchased product;

calculating by the computer a manufacturer incentive to the manufacturer of the purchased product using the identified computer incentive program; and

distributing the manufacturer incentive to the manufacturer.

16.   (Previously Presented) The computer-implemented process of claim 15 wherein the incentive is a percentage of a purchase price of the purchased product.

17.   (Previously Presented) The computer-implemented process of claim 15 wherein the incentive is a percentage of a profit from the sale of the purchased product.

18.   (Previously Presented) The computer-implemented process of claim 15 further comprising listing in computer storage a characteristic associated with each product and wherein identifying the incentive program is based at least in part on the characteristic of the purchased product.

19.   (Previously Presented) The computer-implemented process of claim 18 wherein the product characteristic is a product category.

20.   (Previously Presented) The computer-implemented process of claim 18 wherein the product characteristic is a product name.

21.   (Previously Presented) The computer-implemented process of claim 18 wherein the product characteristic is a product family.

22.   (Previously Presented) The computer-implemented process of claim 18 wherein the product characteristic is an equivalent product.

23.   (Previously Presented) The computer-implemented process of claim 18 wherein the product characteristic is a product date code.

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24.   (Previously Presented) The computer-implemented process of claim 15 further comprising providing a plurality of computer incentive programs; and assigning a priority to each of the incentive programs.

25.   (Original) The computer-implemented process of claim 24 including the step of determining by computer comparison the computer incentive program having the highest priority for calculating the incentive.

26.   (Original) The computer-implemented process of claim 15, the incentive is based, in part, on a sale transaction.

27.   (Previously Presented) The computer-implemented process of claim 24 including the step of adjusting the incentive as a function of the assigned priority.

28.   (Previously Presented) The computer-implemented process of claim 24 including the step of adjusting the incentive as a function of the type of transaction.

29.   (Previously Presented) A computer system for tracking transactions transferring the ownership of goods between parties that are not themselves the manufacturer of the goods and calculating an incentive to be paid to the manufacturer based on those transactions and distributing the incentive to the manufacturer.

30.   (Previously Presented) The computer system of claim 29 wherein the incentive is a percentage of revenue from the transaction.

31.   (Original) The computer system of claim 30 wherein the percentage of revenue is calculated using a purchase price for the transaction that is set by auction.

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32.   (Previously Presented) The computer system of claim 29 wherein the incentive is a percentage of a profit from the transaction.

33.   (Original) The computer system of claim 32 in which the percentage from of the profit is calculated, in part, using a purchase price for the transaction that is set by auction.

34.   (Original) The computer system of claim 29 wherein the incentive is a fixed fee.

35.   (Original) The computer system of claim 29 wherein the incentive is a discount.

36.   (Previously Presented) A computer program, stored on a computer readable medium, that when read by a computer, causes the computer to:

store in computer storage a listing of products that are for sale;

store in computer storage an identification of an owner of the products;

store in computer storage a manufacturer of the products, wherein the manufacturer is not the owner;

identify a computer incentive program to apply to a product purchased in a transaction between the owner of the products and a purchaser;

calculate an incentive to the manufacturer of the purchased product using the identified computer incentive program; and

distribute the manufacturer incentive to the manufacturer.

37.   (Previously Presented) The computer program of claim 36 wherein the incentive is calculated as a percentage of revenue from the transaction.

38.   (Original) The computer program of claim 36 wherein the incentive is calculated using a price set by auction.

39.   (Previously Presented) The computer program of claim 36 wherein the incentive is calculated as a percentage of a profit from the transaction.

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40.   (Original) The computer program of claim 36 wherein the computer calculation function calculates the incentive using a price set by auction.

41.   (Previously Presented) The computer program of claim 36 wherein the incentive is a fixed fee.

42.   (Previously Presented) The computer program of claim 36 wherein the incentive is a discount.

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